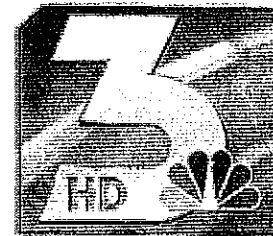


## ORDER



KSNV

Orders	Order / Rev:	105517	Primary AE:	Amy McCreary
	Alt Order #:	06841927	Sales Office:	BLPHI
	Product Desc:	Issue	Sales Region:	National
	Estimate:	1615		
	Flight Dates:	08/15/12 - 08/28/12		
	Original Date / Rev:	08/14/12 / 08/15/12		
	Order Type:	GENERAL		
Agency	Name:	Waterfront Strategies	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1010 Wisconsin Ave. NW	Agency Commission:	15%
		Washington, DC 20007		
Advertiser	Name:	Patriot Majority - Revised	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:08:00
	Product Codes:	PLI1	Advertiser External ID:	
	Priority:	1	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSTUE, GEN		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	75	\$57,225.00	\$48,641.25
08/27/12	08/28/12	10	\$7,375.00	\$6,268.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	75	\$57,225.00	\$48,641.25	0.00
September 2012	10	\$7,375.00	\$6,268.75	0.00
Totals	85	\$64,600.00	\$54,910.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	33%	\$64,600.00
Market	100%	\$195,757.58

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	12%	\$23,490.91
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$45,024.24
KTUD	1%	\$1,957.58
KVVU	23%	\$45,024.24
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKVN	8%	\$15,660.61

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/21/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$400.001	0.00	NM	5	\$2,000.00	

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 105517  
Alt Order #: 06841927  
Flight Dates: 08/15/12 - 08/28/12

Advertiser: Patriot Majority  
Product Desc: Issue  
Estimate: 1615

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/15/12	08/21/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$400.001	0.00	NM		5	\$2,000.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12 08/21/12 MTWTF-- 5 \$400.00 0.00															
E 2	KSNV	08/22/12	08/28/12	M-F 5-6a WakeUp w/WagM	5-6a		MTW----	:30	1	\$400.001	0.00	NM		1	\$400.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12 08/28/12 MTW---- 1 \$400.00 0.00															
E 3	KSNV	08/15/12	08/21/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWTF--	:30	5	\$700.001	0.00	NM		5	\$3,500.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12 08/21/12 MTWTF-- 5 \$700.00 0.00															
E 4	KSNV	08/22/12	08/28/12	M-F 6-7a WakeUp w/WagM	6-7a		MTW----	:30	1	\$700.001	0.00	NM		1	\$700.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12 08/28/12 MTW---- 1 \$700.00 0.00															
E 5	KSNV	08/15/12	08/21/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$1,400.001	0.00	NM		4	\$5,600.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12 08/21/12 MTWTF-- 4 \$1,400.00 0.00															
E 6	KSNV	08/22/12	08/28/12	Today Show	CM	658a-9am	MTW----	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12 08/28/12 MTW---- 1 \$1,400.00 0.00															
E 7	KSNV	08/18/12	08/18/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00
Saturday Today															
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12 08/19/12 -----S- 1 \$625.00 0.00															
E 8	KSNV	08/19/12	08/19/12	News 3 Sunrise - SUND&M	6a-7a		-----S	:30	1	\$325.001	0.00	NM		1	\$325.00
News 3 Sunrise SUNDAY															
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12 08/19/12 -----S 1 \$325.00 0.00															
E 9	KSNV	08/19/12	08/19/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00
News 3 Today															
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12 08/19/12 -----S 1 \$500.00 0.00															
E 10	KSNV	08/15/12	08/21/12	Wake Up Early w/ Wagn&M	430a-5a		MTWT--S	:30	3	\$200.001	0.00	NM		3	\$600.00
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12 08/21/12 MTWT--S 3 \$200.00 0.00															
E 11	KSNV	08/22/12	08/28/12	Wake Up Early w/ Wagn&M	430a-5a		MTW----	:30	1	\$200.001	0.00	NM		1	\$200.00
Wake Up Early Wagners															
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12 08/28/12 MTW--- 1 \$200.00 0.00															
E 12	KSNV	08/15/12	08/21/12	M-F Today Show II 3rd HOM	9-10a		MTWTF--	:30	4	\$500.001	0.00	NM		4	\$2,000.00
M-F Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12 08/21/12 MTWTF-- 4 \$500.00 0.00															
E 13	KSNV	08/15/12	08/21/12		CM	10am-11am	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00

Order / Rev: 105517  
Alt Order #: 06841927  
Flight Dates: 08/15/12 - 08/28/12

Advertiser: Patriot Majority  
Product Desc: Issue  
Estimate: 1615

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F Today Show III 4th H Today 4th Hour														
<b>TODAY SHOW III:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/15/12	08/21/12	MTWTF--										
E 14	KSNV	08/22/12	08/28/12	M-F Today Show III 4th H		10am-11am	MTW----	:30	1	\$325.001	0.00	NM	1	\$325.00
Today 4th Hour														
<b>TODAY SHOW III:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/22/12	08/28/12	MTW---										
E 15	KSNV	08/15/12	08/21/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.001	0.00	NM	3	\$975.00
Rachael Ray														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/15/12	08/21/12	MTWTF--										
E 16	KSNV	08/15/12	08/21/12	Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.001	0.00	NM	4	\$1,700.00
Noon News														
<b>NEWS 3 AT NOON:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/15/12	08/21/12	MTWTF--										
E 17	KSNV	08/22/12	08/28/12	Noon News	CM	12-1230pm	MTW----	:30	1	\$425.001	0.00	NM	1	\$425.00
Noon News														
<b>NEWS 3 AT NOON:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/22/12	08/28/12	MTW---										
E 18	KSNV	08/15/12	08/21/12	Dr. Phil	CM	3-4p	MTWTF--	:30	4	\$450.001	0.00	NM	4	\$1,800.00
Dr. Phil														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/15/12	08/21/12	MTWTF--										
E 19	KSNV	08/15/12	08/21/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	4	\$600.001	0.00	NM	4	\$2,400.00
(4PM NEWS (1 hour))														
<b>FIRST NEWS 3 AT FOUR:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/15/12	08/21/12	MTWTF--										
E 20	KSNV	08/22/12	08/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTW----	:30	1	\$600.001	0.00	NM	1	\$600.00
(4PM NEWS (1 hour))														
<b>FIRST NEWS 3 AT FOUR:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/22/12	08/28/12	MTW----										
E 21	KSNV	08/15/12	08/21/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	3	\$700.001	0.00	NM	3	\$2,100.00
(4:30 PM-5:00 PM)														
<b>NEWS 4 AT 430P:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/15/12	08/21/12	MTWTF--										
E 22	KSNV	08/15/12	08/21/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,000.001	0.00	NM	5	\$5,000.00
M-F Early News														
<b>EARLY NEWS:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/15/12	08/21/12	MTWTF--										
E 23	KSNV	08/22/12	08/28/12	M-F Early News	CM	5-630p	MTW----	:30	1	\$1,000.001	0.00	NM	1	\$1,000.00
M-F Early News														
<b>EARLY NEWS:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/22/12	08/28/12	MTW---										
E 24	KSNV	08/18/12	08/18/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.001	0.00	NM	1	\$650.00
Sa-Su Early News														
<b>KSNV EARLY NEWS:</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>										
		Week: 08/13/12	08/19/12	-----S-										
E 25	KSNV	08/15/12	08/21/12		CM	630-7pm	MTWTF--	:30	4	\$1,000.001	0.00	NM	4	\$4,000.00

Order / Rev: 105517  
Alt Order #: 06841927  
Flight Dates: 08/15/12 - 08/28/12

Advertiser: Patriot Majority  
Product Desc: Issue  
Estimate: 1615

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeopardy											
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/15/12	08/21/12	MTWTF--		4	\$1,000.00		0.00						
E 26	KSNV	08/22/12	08/28/12	M-F Jeopardy	CM	630-7pm	MTW----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/22/12	08/28/12	MTW---		1	\$1,000.00		0.00						
E 27	KSNV	08/15/12	08/21/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	4	\$1,000.001	0.00	NM		4	\$4,000.00
				M-F Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/15/12	08/21/12	MTWTF--		4	\$1,000.00		0.00						
E 28	KSNV	08/18/12	08/18/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.001	0.00	NM		1	\$500.00
				SAT/ Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S-		1	\$500.00		0.00						
E 29	KSNV	08/21/12	08/21/12	Tues PR 8-10p	CM	8-10pm	-T-----	:30	1	\$4,000.001	0.00	NM		1	\$4,000.00
				Tuesday Prime 8-10pm											
				AMERICA'S GOT TALENT (O) 8/14-9/4											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-T-----		1	\$4,000.00		0.00						
E 30	KSNV	08/15/12	08/15/12	Wed PR 8-9p	CM	8-9pm	--W----	:30	1	\$2,400.001	0.00	NM		1	\$2,400.00
				Wednesday Prime 8-9pm											
				AMERICA'S GOT TALENT (R) 8/15-9/19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	--W----		1	\$2,400.00		0.00						
E 32	KSNV	08/15/12	08/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,100.001	0.00	NM		4	\$4,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/15/12	08/21/12	MTWTF--		4	\$1,100.00		0.00						
E 33	KSNV	08/22/12	08/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTW----	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/22/12	08/28/12	MTW----		1	\$1,100.00		0.00						
E 34	KSNV	08/18/12	08/18/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S-		1	\$1,100.00		0.00						
E 35	KSNV	08/19/12	08/19/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.001	0.00	NM		1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-----S-		1	\$1,100.00		0.00						
E 36	KSNV	08/15/12	08/21/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
				Late Night w/Fallon											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/15/12	08/21/12	MTWTF--		3	\$425.00		0.00						
E 37	KSNV	08/22/12	08/28/12	The Tonight Show	CM	1135p-1237a	MTW----	:30	1	\$425.001	0.00	NM		1	\$425.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/22/12	08/28/12	MTW----		1	\$425.00		0.00						
N39	KSNV	08/18/12	08/18/12		CM	Sat 1-2am / Sun 1:----S-		:30	1	\$200.001	0.00	NM		1	\$200.00

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Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1615

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LAW & ORDER (LF) Law & Order (LF)															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12	08/19/12	-----S-		1	\$200.00	0.00									
N 40	KSNV	08/18/12	08/18/12	Sat PR 8-9p	CM	8-9pm	-----S-	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
Saturday Prime 8-9pm															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12	08/19/12	-----S-		1	\$1,300.00	0.00									
N 41	KSNV	08/18/12	08/18/12	Sat PR 9-11p	CM	9-11p	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
Saturday Prime 9-11pm															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 08/13/12	08/19/12	-----S-		1	\$2,000.00	0.00									
													Totals	85	\$64,600.00